

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please amend 12-16 in accordance with the following:

1. (PREVIOUSLY PRESENTED) A system for dynamic display of advertising material, comprising:
  - a plurality of input sources for receiving scheduling information and advertising material in the form of at least one image object for scheduling display of said advertising material during an allocated time slot;
  - a database for storing said at least one image object;
  - a server for managing said advertising material in accordance with said scheduling information; and
  - at least one billboard located in a public space accessible by the public for displaying to the public said at least one image object during said allocated time slot and, prior to expiry of said allocated time slot, triggering a communication session with said server to upload and display a further image object during a respective further time slot.
2. (CANCELLED)
3. (CANCELLED)
4. (CANCELLED)
5. (CANCELLED)
6. (ORIGINAL) The system of Claim 1 wherein said server comprises:
  - a distribution engine for uploading said scheduling information and said advertising material from said plurality of input sources, for managing said advertising material and for providing said advertising material to said at least one display location; and
  - a slot allocator for monitoring said scheduling of said display.

7. (ORIGINAL) The system of Claim 6 wherein said server further comprises:  
a transaction system for enabling payment, cancellations and status checking.

8. (ORIGINAL) The system of Claim 1 wherein said server further comprises a  
monitoring system for providing a view of said advertising material, allocated to a display  
location, to at least one of said plurality of input sources.

9. (ORIGINAL) The system of Claim 7 wherein said server further comprises:  
a location identifier for providing description, statistical and technical information  
concerning said at least one display location to at least one of said plurality of input sources.

10. (CANCELLED)

11. (PREVIOUSLY PRESENTED) A method for dynamic display of advertising,  
comprising :

accessing a server, via said network, to retrieve available time slots associated with at  
least one billboard;

selecting a time slot from said available time slots for displaying advertising material;

storing said advertising material in a database;

uploading said advertising material from said database to said billboard prior to  
occurrence of said selected time slot;

displaying said advertising material to the public at said billboard located in a public  
space accessible by the public when said timeslot occurs; and

initiating from said billboard a communication session with said server for uploading  
further advertising material from said database to said billboard upon expiry of said timeslot for  
further display at said billboard during a respective further time slot.

12. (CURRENTLY AMENDED) The method of Claim 11, further comprising:  
~~the step of searching for a billboard before said step of selecting a time slot from said~~  
available time slots.

13. (CURRENTLY AMENDED) The method of Claim 12, further comprising:  
~~the step of retrieving billboard location data after said step of searching for a billboard~~

location.

14. (CURRENTLY AMENDED) The method of Claim 11, further comprising:  
~~the step of checking said advertising material for technical integrity before said step of~~  
storing said advertising material in ~~"said"~~the database.

15. (CURRENTLY AMENDED) The method of Claim 11, further comprising:  
the step of performing financial transactions before said step of uploading said  
advertising material.

16. (CURRENTLY AMENDED) The method of Claim 15, wherein ~~said step of~~the  
operation of performing financial transactions ~~comprising the steps of~~includes calculating  
transaction fees and aggregating air time information.